

## STAYING SAFE ONLINE

As you may have seen in the press, Facebook and the CEOP Centre have joined forces to make young people safer online by launching the **'ClickCEOP' application**.

All young users of Facebook – and their parents – are invited to add the ClickCEOP 'app' to their profile. Through this app, they will be able to access advice, help and support from the CEOP Centre. Crucially, young people will be able to report instances of suspected grooming or inappropriate sexual behaviour directly from their profile to specially trained investigators.

The 'app' is the outcome of collaboration between CEOP and Facebook who have combined Facebook's expertise in connecting and communicating online with CEOP's expertise in helping young people stay safe.

Once added to their profiles, young users will receive regular messages from CEOP and its partner organisations who operate 'behind the button' to make young people safer. CEOP's Facebook page ([www.facebook.com/ClickCEOP](http://www.facebook.com/ClickCEOP)) will also contain polls, news alerts and status updates. The page will look at topics that teenagers care about, such as celebrities, music and exams and will link these subjects to questions about online safety.

Users can either add or bookmark the 'app' so it appears on their profile, as not only a constant source of help and reassurance for them but also as a strong visual signal to their friends, family and others that they are in control online.

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